



WCPO

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ORDER

Print Date 08/06/12 Page 1 of 3

Flight Dates 10/30/12-11/05/12

Contract / Revision 302991 /

Original Date / Revision
06/27/12 06/27/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product

Candidate. Sherrod Brown. 10.30-

Agency Com 15%

Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 1. 10.30-11.05.12

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	64	\$46,367.50	\$54,550.00	0.00
Totals	64	\$46,367.50	\$54,550.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	64	\$46,367.50	\$54,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/30/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		4				\$150.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$150.00		0.00			
E 2	WCPO	10/30/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	9	\$400.00	P-3	0.00	NM	15	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		12				\$400.00		0.00			
		Week: 11/05/12	11/11/12	M-----		3				\$400.00		0.00			
E 3	WCPO	10/30/12	11/05/12	M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	8	\$400.00	P-3	0.00	NM	10	\$4,000.00



WCPO

Print Date: 08/06/12

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Contract / Revision 302991 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 06/27/12/ 06/27/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Candidate. Sherrod Brown. Estimate # Week # 1. 10.30-11.05.12

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F GMTS 6-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					8	\$400.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -					2	\$400.00		0.00			
E 4	WCPO	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF- -	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$1,000.00		0.00			
E 5	WCPO	10/30/12	11/05/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF- -	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$500.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$500.00		0.00			
E 6	WCPO	11/03/12	11/03/12	SA 730-8p SA730-8P	CM	730-758p	- - - - - S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-					1	\$400.00		0.00			
E 7	WCPO	10/30/12	11/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF- -	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$500.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$500.00		0.00			
E 8	WCPO	11/03/12	11/03/12	SA 7-730p SA7-730P	CM	658-730p	- - - - - S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-					1	\$500.00		0.00			
E 9	WCPO	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11p	M- - - - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$3,000.00		0.00			
E 10	WCPO	11/05/12	11/05/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M- - - - -	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$4,500.00		0.00			
E 11	WCPO	10/30/12	10/30/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	- T- - - - -	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T- - - - -					1	\$4,000.00		0.00			
E 12	WCPO	11/01/12	11/01/12	Thursday Prime B Thursday Prime B	CM	9-10p	- - - T- - -	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - T- - -					1	\$5,000.00		0.00			
E 13	WCPO	11/04/12	11/04/12	Sunday Prime C Sunday Prime C	CM	9-10p	- - - - - S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S					1	\$4,000.00		0.00			
E 14	WCPO	10/30/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	- T- - - - -	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T- - - - -					1	\$4,500.00		0.00			
E			11/05/12		CM	1135p-1202a			4		P-3	0.00	NM	5	\$2,500.00



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<u>Advertiser</u>	<u>Product</u>	<u>Candidate</u>	<u>Estimate #</u>	<u>Week #</u>	<u>Dates</u>
Friends of Brown / Democr		Sherrod Brown.		1.	10.30-11.05.12

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WCPO	10/30/12		M-F 1135p-1202a Nightlir			MTWTF--	:30		\$500.00					
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--					4	\$500.00		0.00			
	Week:	11/05/12	11/11/12	M-----					1	\$500.00		0.00			
E 16	WCPO	10/30/12	11/05/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$900.00	P-3	0.00	NM	6	\$5,400.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF-S					5	\$900.00		0.00			
	Week:	11/05/12	11/11/12	M-----					1	\$900.00		0.00			
Totals														64	\$54,550.00